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## Combating Climate Change: An integrated social marketing communications approach

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# Combating Climate Change

An integrated social marketing communications approach

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## Climate change – a wicked problem

### Individual/social Challenges: Downstream

- The environment is perceived as free
- Changing behaviors call for altruistic values
- Psychological denial of climate change claims

### Structural/organisational challenges:

#### Upstream

- A complex and diverse network of stakeholders (policymakers, NGOs, media advocates, scientists, businesses, etc.)
- A multitude of green messages
- Lack of behavioral branding agreement

## What IMC means?

**Integrated marketing communications (IMC)** is a well-established concept in commercial marketing as a process that contributes to the effectiveness of marketing strategies, by ensuring consistency in communicating the brand promise through different media platforms. **Research suggests** that IMC has the potential to improve social marketing interventions, however, there is a scarcity of studies investigating IMC in social marketing settings, particularly in promoting pro-environmental behaviours.

## Social marketing – a solution

Behaviour change

Socio-psychology

**Social marketing** is a strategy used in conjunction with regulatory policies to promote pro-environmental behaviour. Inspired by commercial marketing, different in goals and attributes of the marketing mix (Product, Place, Price, and Promotion) and nature of competition.

Interventions

Behavioural agreement

Marketing mix strategy

## Research objectives

- Develop an accurate **conceptualisation** of the IMC construct in the climate change social marketing context
- Explore the **underlying challenges or barriers to IMC application** in the field of climate change social marketing
- Inform the **key dimensions of IMC implementation** and clarify the consequent **mechanisms of IMC application** in this field.

## Research Setting



UK charity-based environmental organisation (ENGO)

## Methodology

**Design:** Qualitative case study

**Methods:** interviews with practitioners and stakeholders, and documentary review

## Contribution to knowledge

**Theory:** Contribution to the development of the concept of IMC in social marketing studies.

**Practice :** Maximising the learning of IMC as a strategy to improve communication campaigns and achieve the desired pro-environmental behaviour change.

